Sales Area: North East Sales Area
Sales Region: New York

Region Budget $: $133M

Additional 1994 Permanent Retail Presence Menu

Description	Allocated SKU's	Pkg	~~Camel~~	# SKU's	Winston	# SKU's	Total # SKU's	Cost Per SKU	Total Cost
Change Mat		25	~~456213~~					$75.00	$
Shopping Basket		1	456216		456273			$80.00	
Battery Clock		6	456222					$150.00	
Floor Ashtray		2	456225		456282			$60.00	
5'x2' Pricing Banner		10	456240		456291			$55.00	
Lg. Win/Wall Pricer (V)		10	456243		456294			$85.00	
Metal Sign w/Message Area		10	456252					$40.00	
Ground Mount		1	456261		456300			$190.00	
Pole Mount		1	456264					$85.00	
Curb Mount		1	456270		456303			$85.00	
Contravision	100	10	462672					$250.00	
Checkout Counter Waterfall	250	1	459460					$120.00	
36" Light Thief w/Pricer	500	1	467390		470864			$38.00	
Camel Logo Neon	600	1	470522					N/A	
Total Region Budget									$ 133,000

Source: https://www.industrydocuments.ucsf.edu/docs/mphy0000

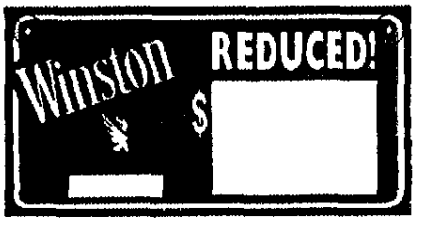
R J Reynolds Tobacco Company

BUY DOWN PDI TOOLS

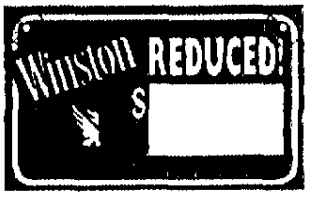
WINSTON HORIZONTAL NEON TENT PRICER
W/ Removable Twin Stick Mounting Pad
Item #: 454512
SKU Pack: 25
10 3/4" x 7 1/8"

WINSTON VERTICAL NEON TENT PRICER
W/ Removable Twin Stick Mounting Pad
Item #: 454503
SKU Pack: 25
10 3/4" x 7 1/8"

WINSTON LARGE NEON SECURITY DOOR PRICER
W/ 3/4" Suction Cups
Item #: 454500
SKU Pack: 25
7" x 14 3/4"



WINSTON SMALL NEON SECURITY DOOR PRICER
W/ 3/4" Suction Cups
Item #: 454497
SKU Pack: 25
4 1/2" x 7 1/2"



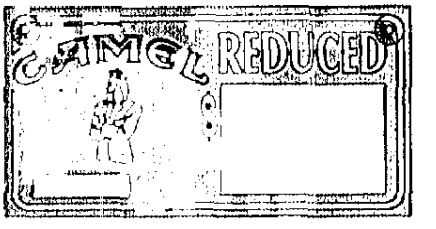
WINSTON NEON POP-UP STARBURST PRICER
W/ 3/4" Thick Removable Twin Stick Mounting Pad
Item #: 454521
SKU Pack: 25
6 3/4" x 5 1/2"

WINSTON NEON RAYCLING STARBURST PRICER
Removable Decal
Item #: 454515
SKU Pack: 25
6 3/4" x 5 1/2"

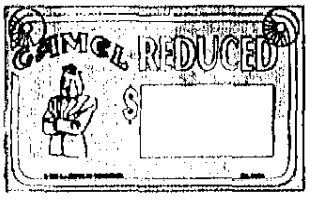
CAMEL HORIZONTAL NEON TENT PRICER
W/ Removable Twin Stick Mounting Pad
Item #: 454542
SKU Pack: 25
10 3/4" x 7 1/8"

CAMEL VERTICAL NEON TENT PRICER
W/ Removable Twin Stick Mounting Pad
Item #: 454533
SKU Pack: 25
10 3/4" x 7 1/8"

CAMEL LARGE NEON SECURITY DOOR PRICER
W/ 3/4" Suction Cups
Item #: 454530
SKU Pack: 25
7" x 14 3/4"



CAMEL SMALL NEON SECURITY DOOR PRICER
W/ 3/4" Suction Cups
Item #: 454524
SKU Pack: 25
4 1/2" x 7 1/2"



CAMEL NEON POP-UP STARBURST PRICER
W/ 3/4" Thick Removable Twin Stick Mounting Pad
Item #: 454494
SKU Pack: 25
6 3/4" x 5 1/2"

CAMEL NEON RAYCLING STARBURST PRICER
Removable Decal
Item #: 454545
SKU Pack: 25
6 3/4" x 5 1/2"

7/94

1" & 3" PRICING FONTS ARE INCLUDED

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Source: https://www.industrydocuments.ucsf.edu/docs/mphy0000

Additional 1994 Perm. Retail Presence Items

PDI	TOTAL ~~1200~~	M. 1224	Br. 1225	NJ 1226	Q 1229	Ant. 1230	S per ~~SK~~
Camel Banner	100	50	–	25	–	25	10
Win Banner	50	–	25	–	25	–	10
Lg W/W Prem (C)	25	25	–	–	–	–	10
" " (W)	125	5	30	30	30	30	10
Metal Sign (C)	500	125	210	20	125	20	10
Ground Mt (W)	50	–	–	25	–	25	1
Curb Mt. (W)	70	–	35	–	25	10	1
" " (C)	30	30	–	–	–	–	1
Contravision (C)	100	40	–	20	20	20	10
Waterfall (C)	250	80	50	50	20	50	1
Light Thief (C)	300	25	50	85	50	90	1
" (W)	200	10	50	45	50	45	1
Neon (C)	600	165	120	75	120	120	1

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Source: https://www.industrydocuments.ucsf.edu/docs/mphy0000

Sales Area: North East Sales Area
Sales Region: New York

Region Budget $: $133M

Additional 1994 Permanent Retail Presence Menu

Description	Allocated SKU's	Pkg	Camel	# SKU's	Winston	# SKU's	Total # SKU's	Cost Per SKU	Total Cost
~~Change Mat~~		25	456213					$75.00	$
~~Shopping Basket~~		1	456216		456273			$80.00	
~~Battery Clock~~		6	456222					$150.00	
~~Floor Ashtray~~		2	456225		456282			$60.00	
5'x2' Pricing Banner		10	456240	100	456291	50	150	$55.00	8,250
Lg. Win/Wall Pricer (V)		10	456243	25	456294	125	150	$85.00	12,750
Metal Sign w/Message Area		10	456252	500			500	$40.00	20,000
Ground Mount		1	456261		456300	50	50	$190.00	9,500
Pole Mount		1	456264					$85.00	
Curb Mount		1	456270	30	456303	70	100	$85.00	8,500
Contravision	100	10	462672	100			100	$250.00	25,000
Checkout Counter Waterfall	250	1	459460	250			250	$120.00	30,000
36" Light Thief w/Pricer	500	1	467390	300	470864	200	500	$38.00	19,000
Camel Logo Neon	600	1	470522	600			600	N/A	0
Total Region Budget									$ 133,000

Source: https://www.industrydocuments.ucsf.edu/docs/mphy0000

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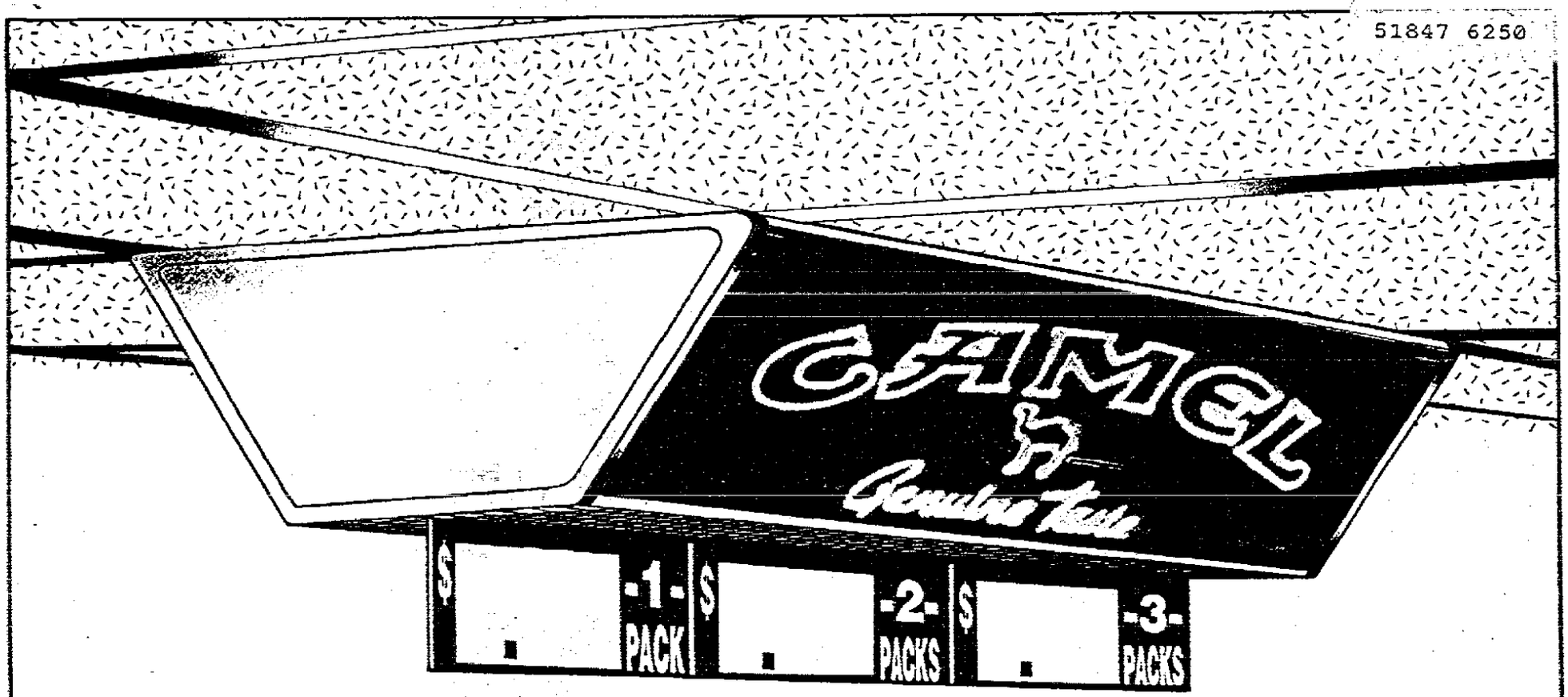

- 2-SIDED DISPLAY/UTILIZES (2) 36" ENHANCED CANOPY TRANSPARENCIES
- CLIPS TO CEILING LIGHT FRAME
- PRICING PANEL ACCEPTS STANDARD REMOVABLE 3" PRICE FONTS
- OPTIONAL CEILING FRAME (ITEM #467402) IS AVAILABLE TO MOUNT THE LIGHT THIEF IN LOCATIONS WITHOUT GRID CEILINGS
- SNAP TOGETHER ASSEMBLY: NO TOOLS REQUIRED
- TRANSPARENCIES ARE EASILY CHANGED
- BOTTOM GRID ALLOWS LIGHT TO PASS THROUGH

R J Reynolds Tobacco Company

7/94

CAMEL 36" LIGHT THIEF WITH PRICER

Item Number: 467390

SKU Pack: 1

Source: https://www.industrydocuments.ucsf.edu/docs/mphy0000